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Virgin Hotels Takes on Dallas

The new lifestyle hotel is slated to open in the Design District in 2018

Miami, FL (June 23, 2015) —[Virgin Hotels](#), the lifestyle hotel brand by Virgin Group founder Sir Richard Branson, has announced plans to open and operate a new hotel in the Design District of Dallas, Texas. Expected to open in 2018, the Dallas property will be managed by Virgin Hotels and developed by Dunhill Partners, Vinculum Partners and The Crosland Group

Virgin Hotels CEO, Raul Leal, commented, “We’re ecstatic to be a part of the new fabric of the Dallas Design District, and play a role in continuation of the neighborhood’s growth. With chic stores, eclectic galleries and upscale restaurants, we expect Virgin Hotels Dallas to move into the neighborhood seamlessly, as its aesthetic and offerings will attract the growing local creative class and business travelers that will call the Design District home.”

Virgin Hotels Dallas will be located on High Line Dr. and Turtle Creek Blvd., the heart of the Design District, and will feature over 200 Chambers including Grand Chamber Suites. The lifestyle hotel will offer multiple dining and drinking outlets, including the brand’s flagship space, [The Commons Club](#), a rooftop terrace with a pool, gym and spa, plus numerous meeting spaces.

Virgin Hotels Dallas will be a new build located within the 33 acres that Developer Dunhill Partners and its founder, Bill Hutchinson, acquired in 2014. The hotel will be in good company as the district boasts world class furniture showrooms, avant-garde art galleries, museums, antique shops and an influx of buzz-worthy new restaurants and shopping.

“I could not have found a more perfect hotel for the Design District and everything it offers to the City of Dallas than Sir Richard Branson’s Virgin Hotels. It will be the heartbeat of the hottest entertainment district and the biggest jewel in our crown,” said Bill Hutchinson, President, Dunhill Partners.

Virgin Hotels Chicago is now open and accepting reservations at www.virginhotels.com, with Nashville and New York slated to open next. Virgin Hotels continues to explore properties in cities such as Boston, Los Angeles, Miami, Austin, Seattle, San Francisco, Washington DC, and London; locations where it is pursuing hotel and office conversions and ground-up development.

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For more information about Virgin Hotels, please contact Laura Kilroy, Communications and Social Media Manager at laura@virginhotels.com or 305-401-1830.

About Virgin Hotels:

Virgin Hotels is a lifestyle hospitality brand that combines heartfelt service, straightforward value and a seamless, personalized hotel experience with the track record of innovation and smart disruption that Sir Richard Branson's global Virgin Group has pioneered for over 40 years. Each property will intermix a passion for food and beverage with music and culture, fusing with the local landscape and providing a vibrant and inclusive environment for travelers and locals alike. Virgin Hotels Chicago is now open, with Nashville, New York and others to follow. For more information, please visit www.virginhotels.com.